

Laurens Hendrixx

Client-Facing Machine Learning Engineer

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Dutch & US Nationality



PROFILE

Client-facing AI & Data enthusiast with 3+ years of daily hands-on experience in Google Cloud Platform, consulting clients on data measurement, analytics and cloud transformations. Certified Google Cloud Machine Learning Engineer proficient in designing and deploying solutions for marketing and performance analytics.

SKILLS

- Google Cloud Platform (BigQuery, Cloud run, Cloud vision API, Compute Engine, Vertex AI)
- GenAI: LangChain, Gemini, OpenAI, Claude
- Marketing Analytics & Measurement (Google Analytics, GTM, Google Ads)
- Machine Learning (SKLearn, XGBoost)
- Client-side consultancy
- Technical consultancy
- Project management
- PowerBI / Looker Studio
- CI/CD
- Python
- data build tool (dbt)
- ETL
- SQL
- R
- Model deployment on cloud

WORK EXPERIENCE

Springbok Agency, 's-Hertogenbosch — *Machine Learning Engineer*

March 2023 - PRESENT

At the brandtech agency I served different roles within our accounts.

- **Client: Odido (AI Engineer)**
 - Architected and implemented an Agentic SEO AI solution that automates the entire SEO workflow, from data collection to competitor analysis, content writing, and generative SEO copy.
 - Built a ReAct orchestrator using LangChain with OpenAI & structured function calling, enabling dynamic tool selection for SEO tasks.
- **Client: Save the Children / Hallmark (Marketing Mix Modeling)**
 - Developed MMM models to optimize ad spend and evaluate channel performance using the open-source Robyn package in RStudio.

- Delivered actionable insights through BigQuery and Looker Studio dashboards, supporting high-level marketing budget decisions.

- **Client: Partou (Client Lead Data Engineer)**

- As the Client Data Lead, I exercised strong project management skills, managing Partou's account and driving the adoption of innovative projects.
- Led the design and implementation of automated ETL pipelines integrated with Google Ads, utilizing GCP's Cloud Functions and Scheduler.

Springbok Agency, 's-Hertogenbosch — *Data Science Internship*

September 2022 - January 2023

- Awarded 'Best Thesis of 2023 in Data Science & Society' with a grade of 9.0.
- Conducted pioneering research utilizing Google's Cloud Vision API and advanced machine learning techniques (XGBoost, SKLearn, Pandas) to predict Click-Through Rates in digital creatives.
- Initiated a legacy project, laying the groundwork for ongoing research and development by incoming interns.

TOM B.V., Bladel — *Customer Analyst Internship & Content Specialist*

February 2020 - December 2021

Oil & Vinegar, Breda — *Sales Representative*

September 2017 - February 2018

CERTIFICATIONS

Received the Professional Google Cloud Machine Learning Engineer Certificate

EDUCATION

Data Science & Society, Tilburg — *Master's Degree & Pre-Master*

September 2021 - January 2023

- Presented at the 'Best Thesis Award' ceremony, showcasing my research that utilized Google Cloud Vision API tools to extract objects from creatives to predict Click-Through Rate (CTR).
- Graduated with a GPA of 8.3 (cum laude).

International Business, Breda — *Bachelor's Degree*

September 2021 - January 2023

- Graduated with a GPA of 8.1

INTERESTS

Cooking, Astronomy, Traveling, Artificial Intelligence, Sports (Football, Kickboxing), Outdoor activities, Data science, Live music